Microcertificate in AI, Analytics and FinTech Innovation

Under Review | Spring 2026

Proposal Information

Workflow Status

In Progress

Graduate Council Agenda Preparation, Graduate College Curriculum expand

Waiting for Approval | Graduate Council Agenda Preparation

- Amanda Morales-Calderon
- Lisa Anderson
- Amy Glasscock
- Sophia Mcgovern
- Kayla Durazo

Proposal to Establish a New Program

Requested Term & Year (The first term for which applications will be accepted and students admitted.)

Spring 2026

This proposal can also be viewed at:
https://asu.kuali.co/cm/#/programs/view/66e9ae68c6df174baff9888a

General Information

Select Program Level and Type
Graduate certificate

General Program Information

College/School/Institute
Thunderbird School of Global Management (CTB)

Department/Division/School
Thunderbird School of Global Management (CTB)

Name of Program
Microcertificate in - AI, Analytics and FinTech Innovation

Program

AI, Analytics and FinTech Innovation

Degree Type

Certificate (CERT)

Proposing Faculty Group
N/A

Responsible Faculty Member or Director
Lena Booth

Campus or Location options

Add a Different Campus or Location
No

Are you requesting an online offering?
Yes

Complete the Request for Digital Immersion Implementation.

Program Description/Justification

The microcertificate in AI, Analytics and FinTech Innovation equips students with the essential skills to harness the power of artificial intelligence, master data-driven decision-making, and drive innovation in the financial technology landscape. Students will gain hands-on experience with the latest AI tools and strategies, whether they are to lead a startup, manage a global enterprise, or transform the public sector. The microcertificate will help students navigate and shape the future of business, prepare them to be transformative leaders with the expertise to seize opportunities and drive success in the dynamic global economy. The artificial intelligence, analytics and financial technology skills, coupled with global leadership and management acumen, align with the ASU design aspiration: "Fuse intellectual disciplines." The microcertificate also provides opportunities for those who cannot afford a degree to explore three Thunderbird or ASU courses while gaining valuable skills in AI and data-driven decision making, consistent with ASU's charter of being inclusive, and to help students succeed. Students can complete this microcertificate in one and half semesters or less.

Program Need

The data strongly supports launching a microcertificate in artificial intelligence (AI), analytics, and fintech innovation. According to the Bureau of Labor Statistics, job growth in artificial intelligence and data analytics areas is expected to grow faster than average. Jobs as computer and information systems managers, data scientists, and management analysts are expected to grow 17%, 36% and 11% from 2023-2033 respectively, higher than the average job growth of 4% during the same period. These three occupations also are expected to have a combined 171,200 job openings projected each year, on average, over the decade.

According to a McKinsey report on Generative AI and the Future of Work in America (https://www.mckinsey.com/mgi/our-research/generative-ai-and-the-future-of-work-in-america), by 2030, up to 30 percent of work hours across the US economy could be automated. An additional 12 million occupational transitions may be needed by 2030. Also, according to PWC AI Job Barometer (https://www.pwc.com/gx/en/issues/artificial-intelligence/ai-jobs-barometer.html), workers with AI skills will not only have better job prospects, but they will also command up to 25% wage premium.

The target audience for this microcertificate is individuals currently working in IT, business analytics, finance, healthcare, and other sectors seeking to upskill or reskill in AI and data analytics and professionals facing potential automation in their current roles who need to reskill for new opportunities.

There are currently no comparable programs at ASU or other universities. The closest similar programs would be short course/certificates offered by the major tech players like Google or Amazon.

Specialized Accreditation

This program will be accredited by the Association to Advance Collegiate Schools of Business (AACSB) along with Thunderbird's other programs. The AACSB will require that the students who complete the program have met program learning objectives.

State Authorization and Professional Licensure:

State Authorization and Professional Licensure:

Does this degree program include learning placement opportunities (clinical, externship, internship, research, student teaching, etc.)?
N

Will this degree program be offered via distance education (whole or in-part)?
N

Will in-person instruction be occurring in any jurisdiction, other than the State of Arizona?
N

Does this degree program potentially lead to professional licensure or certification (attorney, nurse, physician, teacher, etc.) for the student?
N

Collaborating Units

Are two or more academic units collaborating on this program?

No

Is this an officially recognized joint program?

No

Collaboration and Impact

List other academic units or programs that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs) and how the programs might complement each other. If there are no comparable programs, describe why the program is unique at ASU.

We are reaching out to the following colleges/schools for impact statements:
College of Global Futures
College of Health Solutions
Edson College of Nursing and Health Innovation
Fulton Schools of Engineering
Herberger Institute for Design and the Arts
New College (received)
The College
W.P. Carey School of Business (received)
Walter Cronkite School of Journalism and Mass Communication

Attach a PDF copy of the letter of collaboration and impact from each Dean, or Dean's designee at the Assistant or Associate Dean level, from impacted programs and units consulted.

- WPC Impact statement for Microcertificate in AI Analytics and FinTech Innovation.pdf
- New College-Impact Statement - Micro-certificate in AI, Analytics and Fintech Innovation.pdf
- CGF-Impact Statement - Micro-certificate in AI, Analytics and Fintech Innovation.pdf

Course Development

Will a new course subject be required for this program?

No

Will new courses be established?

Yes

List the new courses required for the proposed program.

TGM 520 - Navigating Global Fintech Innovations (3) | **Under Review**
TGM 569 - AI, Chip Strategy and the Future of Work (3) | **Under Review**

Graduate Degree Curriculum

Is the proposed certificate a microcertificate of 9 credit hours?

Yes

Allow 400-level courses?

No

Minimum Credits Required for the Program

9

Curriculum Requirement Option 1
9 credit hours

Add another option?
No

Curriculum Requirement Option 1

9 credit hours

Min credits required for this option
9

Primary Requirement (Culminating experience)
Not Required

Additional Requirement(s)

Curriculum option course requirements

Required Core

9
Total Credits

- Complete 9 credits from the following courses:
  - TGM520 - Navigating Global Fintech Innovations (3)
  - TGM533 - Analytics and Machine Learning for Global Business (3)
  - TGM569 - AI, Chip Strategy and the Future of Work (3)

Grand Total Credits: 9

Additional Curriculum Information

Sharing of Credit Hours with a Degree

Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program?
Yes, this will be a stackable credential as part of the Master of Leadership and Management, MLM.

Projected Enrollment

Enrollment Headcounts

	Number of Students Majoring
1st Year	15
2nd Year (Yr 1 continuing + new entering)	20
3rd Year (Yr 1 & 2 continuing + new entering)	30
4th Year (Yrs 1, 2, 3 continuing + new entering)	30
5th Year (Yrs 1, 2, 3, 4 continuing + new entering)	30

Additional Enrollment Information

Estimated Timeframe to Complete Program

What is the minimum timeframe that this program can be completed?
1 year or less

If necessary, please provide additional information.

Resources (Faculty, Staff and Others)

Current Faculty

Name	Title	Highest Degree Obtained	Area of Specialization or Expertise	Estimated Level of Involvement
Euvin Naidoo	Distinguished Professor of Practice in Global Accounting, Risk and Agility	M.B.A.	Global Accounting, Agile, AI, and AI Chip Strategy	Medium
Ziru Li	Assistant Professor of Global Transformation	Ph.D.	Global Digital Transformation and Data Analytics	Medium
Anjelina Belakovskaia	Associate Teaching Professor in Global Finance	M.S.	Global Finance and Machine Learning	Medium
Lena Booth	Deputy Dean	Ph.D.	Global Finance	High
Mary Teagarden	Executive Director and Professor of Global Strategy	Ph.D.	global strategy, management of technology and innovation, and strategic human resource management	High

New Faculty
No new faculty necessary

Is your college in the process of reviewing the new faculty? Or has new faculty already been approved?
N/A

Administration of the Program
This microcertificate will be added to our portfolio of online degree and certificate offerings. Thunderbird has an associate director and academic advisor for online programs who are dedicated to making these programs successful. Impact to their day-to-day job functions will be minimal since enrollment will be small with only three course offerings.

Dr. Lena Booth will be faculty program lead with Professors Teagarden, Naidoo, Li and Belakovskaia as members of the faculty committee to oversee the program.

Professors Naidoo and Belakovskaia are both researchers and practitioners of artificial intelligence and machine learning. The both also attend conferences on the subjects regularly so that they can keep up-to-date on these constantly evolving subjects.

Required Resources
No new required resources

Resource Acquisition
N/A

Graduate Program Admission Requirements

The below sections are for initial admission criteria setup for new programs. Once the program is approved, this section will display the admission text as it appears in the academic catalog/degree search.

Applicants must fulfill the requirements of both the Graduate College and the **[name of college]**. Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in **[subject area]** or related field; from a regionally accredited institution. Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Name of College

Thunderbird School of Global Management (CTB)

Subject Area(s)
any subject

Is the minimum required cumulative GPA in the last 60 hours of bachelor's degree higher than the standard minimum of 3.00?
No

Is the minimum required cumulative GPA in an applicable master's degree program higher than the standard minimum of 3.00?
No

Applicants are required to submit:
- graduate admissions application and application fee
- official transcripts
- proof of English proficiency

Select additional requirements:
professional resume

Additional Application Requirements/Materials

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. If applicable, list any English proficiency requirements that are supplementary to the Graduate College requirement.

If any required components require further explanation, explain here.

Additional Admission Information:

Graduate Application Information

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time. The regular session is only available for summer.
Note: It is the academic unit's responsibility to display program deadline dates on their website.

Campus or Location	Term	Session
ASU Online	Fall	Session B (ASU Online only)
ASU Online	Spring	Regular

Application Deadlines

Modality	Term	Session	Deadline	Type
Online	Fall	Session B (Online Only)	2026/09/20	Rolling
Online	Spring	Session A/C	2025/12/15	Rolling

Program Admission Deadline Website Address
https://thunderbird.asu.edu/degree

Fees

Is a program fee required?
Yes

Is the unit willing and able to implement the program if the fee is denied OR if an existing fee is determined to not apply to this program?
Yes, we are able to implement the program.

Degree Search and Operational Information

Marketing Description
Are you ready to lead in the era of digital transformation? Do you want to understand what artificial intelligence means for the future of your business? This three-course microcertificate will help answer these questions as you propel your career to new heights and complement your educational achievements.

Degree Search Program Description

This cutting-edge microcertificate in AI, Analytics and FinTech Innovation equips you with the essential skills to harness the power of artificial intelligence, master data-driven decision-making and drive innovation in the financial technology landscape. Learn from world-class faculty and gain hands-on experience with the latest AI tools and strategies. Whether you're looking to lead a startup, manage a global enterprise or transform the public sector, our AI microcertificate prepares you to navigate and shape the future of business. Join us and become a transformative leader with the expertise to seize opportunities and drive success in the dynamic global economy. Embrace the future with Thunderbird—where your journey to global leadership begins.

About Thunderbird
Thunderbird School of Global Management has produced world-class leaders for more than 75 years. The ideal Thunderbird student is one who is curious, globally-minded, and eager to develop and advance their careers in leadership and management within the global and digital landscape of the Fourth Industrial Revolution. Upon completion of this degree, graduates will join a thriving global alumni network nearly 50,000 strong, managing some of the world's largest institutions, companies, nonprofits, and NGOs.

Provide a brief description of career opportunities available for this program.
Students who complete this microcertificate can enhance their career in any particular job field and function as companies and organizations continue to be affected by the advancement of AI and AI-related technologies.

Career examples include:

business intelligence analyst
data analyst
data management specialist
data scientist
prompt engineer

Global Experience: Provide a brief description of global opportunities or experiences (study abroad, international internships) available for this program.
Not applicable

ONET/SOC Codes: Career Options
43-9111.00 Data Analyst15-1243.01 Data Management Specialist15-1251.00 Computer Programmer
13-2051.00 Financial Analyst11-3031.00 Financial Manager13-1111.00 Business Analyst
15-2051.01 Business Intelligence Analyst15-2051.00 Data Scientist

Professional Licensure

Additional Professional Licensure Information

Degree Search Contact Information and Support

Building Code **Room Number**

Thunderbird Global Headquarters (TGHB) 209

Program Email Address
admissions.tbird@asu.edu

Program Office Telephone Number
602-496-7100

Program Website Address
https://thunderbird.asu.edu/

Keywords
AnalyticsArtificial Intelligenceglobal leadershipglobal managementInternational FinanceInternational BusinessData Analytics Data integration and fusionFinancial Engineering

List New Keywords
financial technology

Select one (1) primary area of interest from the list below that applies to this program
Business

Select one (1) secondary area of interest from the list below that applies to this program

Program Assessment

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program.

- 1726633154_UOEEE_received.pdf

Supporting Documents

Additional Supporting Documentation (Impact statements should be above under Collaboration and Impact)

Please describe the attached files and their relevance to the proposal.

Dependencies

Dependencies
There are no dependencies

Subject: Re: FW: Request an Impact Statement - Micro-certificate in AI, Analytics and Fintech Innovation
Date: Tuesday, August 26, 2025 at 7:38:05 AM China Standard Time
From: Kate Eaton
To: Lena Booth
CC: Miki Kittilson, Althea Pergakis
Attachments: image001.png

Hi Lena,

We have reviewed the proposed microcertificate in AI, Analytics, and FinTech Innovation and find no conflicts with existing programs across our schools. Students in your microcertificate program may benefit from optionally taking one of the CAS methods courses (CAS 520–523) or fundamentals courses (CAS 501–503). We also see potential opportunities for collaboration with our programs in innovation and encourage future conversations in this regard.

Thanks,
Kate

Kate Eaton, Ph.D.
Arizona State University | College of Global Futures
Associate Dean for Students & Academic Innovation
Clinical Professor
kkarnos@asu.edu | Slack: @kkarnos
Office: WCPH 464B | Ph: 480.965.2937 | directory
Pronouns: *she, her, hers* | SafeZONE Ally
I live and work on the ancestral lands of the Akimel O'odham (Pima) and Pee Posh (Maricopa) peoples.
| #HonorNativeLand

On Tue, Aug 19, 2025 at 1:58PM Miki Kittilson <Miki.Kittilson@asu.edu> wrote:

> Kate,
>
> The usual process we follow on these is for you to reach out to relevant schools to get their feedback, then put that together (talk with me if any large concerns) and get back to Lena. Does that work well from your perspective?
>
> Althea- please let me know if I am missing anything in our usual process on this.
>
> In the case of this micro-certificate, I think that it would be most relevant to SFIS and SCAS.
>
> Best, Miki

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Sent: Monday, August 18, 2025 9:00 AM
To: Karen Schupp <Karen.Schupp@asu.edu>; Amanda Osman <Amanda.Osman@asu.edu>; James Collofello <JAMES.COLLOFELLO@asu.edu>; Miki Kittilson <Miki.Kittilson@asu.edu>; Althea Pergakis <Althea.Pergakis@asu.edu>; Julie Liss <JULIE.LISS@asu.edu>; Stephen Toth <Stephen.Toth@asu.edu>; James Corbeille <James.Corbeille@asu.edu>; Battinto Batts <Battinto.Batts@asu.edu>; Katherine Kenny <Katherine.Kenny@asu.edu>; Bradley Ryner <Bradley.Ryner@asu.edu>
Subject: Request an Impact Statement - Micro-certificate in AI, Analytics and Fintech Innovation

Dear colleagues:

Thunderbird is proposing a 3-course micro-certificate in AI, Analytics and Fintech Innovation. The Kuali Proposal is attached. Graduate College has asked that we obtained an impact statement from each of your colleges.

- CGF
- CHS
- Edson
- FSE
- Herberger
- New College
- The College
- Cronkite
- WPC *(received)*

Please don't hesitate to reach out should you have any comments or questions. We appreciate receiving your letter of support no later than **Wednesday, August 27, 2025**.

Thank you!

Lena

Lena C. Booth, Ph.D. *deputy dean, Thunderbird Academic Enterprise and finance professor |* ***Thunderbird School of Global Management*** *| 401 N 1st St.| Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: https://thunderbird.asu.edu/*

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT | Arizona State University

#1 in the world for international trade
—QS International Trade Rankings 2024
#2 in the U.S. for custom executive education
—Financial Times 2024

Subject:	RE: Request an Impact Statement - Micro-certificate in AI, Analytics and Fintech Innovation
Date:	Tuesday, August 26, 2025 at 5:45:17 AM China Standard Time
From:	James Corbeille
To:	Lena Booth
CC:	Stephen Toth
Attachments:	image001.png

Good afternoon Lena,

Our faculty in New College have no concerns with this proposed micro-certificate. Please let us know if there is anything else we can assist with.

Have a nice day!

James Corbeille
Assistant Director, Academic Planning and Operations
Catalog Coordinator
New College of Interdisciplinary Arts & Sciences
Arizona State University at the West Valley Campus
602-543-1637 | newcollege.asu.edu

From: Lena Booth <Lena.Booth@thunderbird.asu.edu>
Sent: Monday, August 18, 2025 9:00 AM
To: Karen Schupp <Karen.Schupp@asu.edu>; Amanda Osman <Amanda.Osman@asu.edu>; James Collofello <JAMES.COLLOFELLO@asu.edu>; Miki Kittilson <Miki.Kittilson@asu.edu>; Althea Pergakis <Althea.Pergakis@asu.edu>; Julie Liss <JULIE.LISS@asu.edu>; Stephen Toth <Stephen.Toth@asu.edu>; James Corbeille <James.Corbeille@asu.edu>; Battinto Batts <Battinto.Batts@asu.edu>; Katherine Kenny <Katherine.Kenny@asu.edu>; Bradley Ryner <Bradley.Ryner@asu.edu>
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Dear colleagues:

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- CGF
- CHS
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- The College

- Cronkite
- WPC *(received)*

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Thank you!

Lena

Lena C. Booth, Ph.D. *deputy dean, Thunderbird Academic Enterprise and finance professor |*
Thunderbird School of Global Management *| 401 N 1st St.| Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: https://thunderbird.asu.edu/*

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—Financial Times 2024

Sophia Mcgovern

From:	Amanda Morales-Calderon
Sent:	Tuesday, April 29, 2025 4:57 PM
To:	Sophia Mcgovern; Kayla Durazo
Subject:	FW: Request for Letter of Support
Follow Up Flag:	Follow up
Flag Status:	Flagged

From: Ohad Kadan <Ohad.Kadan@asu.edu>
Date: Thursday, February 6, 2025 at 3:00 PM
To: Lena Booth <Lena.Booth@thunderbird.asu.edu>, Amy Ostrom <AMY.OSTROM@asu.edu>, Raghu Santanam <Raghu.Santanam@asu.edu>
Cc: Charla Griffy-Brown <charla.griffybrown@thunderbird.asu.edu>
Subject: RE: Request for Letter of Support

Dear Charla and Lena:

Many thanks for meeting with us to discuss and for sharing the relevant information. WPC supports this certificate. Good luck with it!

Best,
Ohad

Ohad Kadan
Charles J. Robel Dean
Professor of Finance and W. P. Carey Distinguished Chair
Arizona State University | W. P. Carey School of Business

From: Lena Booth
Sent: Thursday, January 30, 2025 6:45 PM
To: Ohad Kadan <Ohad.Kadan@asu.edu>; Amy Ostrom <AMY.OSTROM@asu.edu>; Raghu Santanam <Raghu.Santanam@asu.edu>
Cc: Charla Griffy-Brown <charla.griffybrown@thunderbird.asu.edu>
Subject: Request for Letter of Support

Dear Ohad and team:

Thanks for taking time to discuss our proposed micro-certificate in AI, Analytics and Fintech Innovation. We appreciate it.

Attached please see the Kuali form with our micro-certificate proposal, and the syllabi of the 3 courses in this certificate. Please let us know if you have any questions. If not, we appreciate an email with your support.

Thanks so much!

Lena

Lena C. Booth, Ph.D. *deputy dean, Thunderbird Academic Enterprise and finance professor |* ***Thunderbird School of Global Management*** *| 401 N 1st St. | Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: https://thunderbird.asu.edu/*

in Micro-certificate in AI, Analytics and Fintech Innovations for Global Business

TB-Thunderbird School of Global Management

Mission

The Microcertificate in AI, Analytics, and Fintech Innovations for Global Business equips students with the knowledge and applied skills to leverage emerging technologies for innovation and competitive advantage in the global economy. Through an integrated curriculum focused on artificial intelligence, data analytics, and financial technologies, students develop the technical expertise, strategic thinking, and global perspective necessary to design and implement technology-driven solutions that address complex business challenges. Aligned with ASU's mission to lead through innovation and advance the public good, the program prepares graduates to navigate digital transformation, drive sustainable growth, and create value across industries and international markets.

Goals

1. Apply financial technologies to global business innovation: develop the ability to evaluate and apply technology-driven innovations that enhance efficiency, accessibility, security, and value creation in global business contexts. 2. Leverage analytics and machine learning for strategic decision-making: use data analytics, advanced modeling, and emerging technologies such as machine learning to design and evaluate innovative, evidence-based solutions for business challenges. 3. Integrate artificial intelligence into organizational strategy: formulate and assess AI-driven strategies that address implementation challenges, enhance competitiveness, and create sustainable value in the global marketplace.

Outcome 1

Students will create evidence-based solutions using emerging technologies to address global organizational challenges.

Concepts

Fintech ecosystem, fintech start-up, create sustainable fintech solutions, predictive or prescriptive analytical techniques, statistical modeling, core machine learning algorithms, machine learning strategies and applications, large language models (LLM), AI strategy and investment, generative AI.

Competencies

Students will develop innovative fintech solutions to reshape the financial landscape by improving efficiency, accessibility, and security in financial services. Students will explore the origins and evolution of Artificial Intelligence (AI), Machine Learning and Deep Learning, including the evolution of the leading Large Language Models (LLMs). Students will evaluate how potential competitive advantages can be derived from machine learning, and how those advantages can be identified for strategy formulation and business operations.

Assessment Process

1.1 In TGM 569: AI, Chip Strategy and the Future of Work, students complete a case analysis of an organization's transformation into an AI-fueled technology company. The assignment requires students to evaluate the bank's strategic integration of AI, analytics, and financial technologies (fintech), assess implementation challenges, and propose original, evidence-based solutions for sustaining competitive advantage.

1.2 In TGM 533: Analytics & Machine Learning in Global Business, students complete two final exam essay questions. The first requires developing a structured framework for investigating and evaluating artificial intelligence projects. The second applies this framework to design an original customer-facing product or service enhancement that leverages artificial intelligence, analytics, and, where applicable, financial technologies, ensuring feasibility and strategic value.

Data from all sources to be collected and analyzed annually by Thunderbird assessment delegate who will distribute results to faculty and staff via emailed reports, which will inform necessary plan or curriculum updates for continuous improvement of program effectiveness.

Measure 1

TGM 569: AI, Chip Strategy and the Future of Work, a case analysis of an AI-driven organizational transformation, will be assessed via a faculty-developed rubric.

Performance Criterion 1

At least 80% of students will receive a rubric rating of “Proficient” (4) or “Exemplary” (5).

Measure 2

TGM 533: Analytics & Machine Learning in Global Business, final essay questions involving AI project evaluation and solution design, will be assessed via a faculty-developed rubric.

Performance Criterion 2

At least 80% of students will receive a rubric rating of “Proficient” (4) or “Exemplary” (5).